

Western States Affiliate
816 So. Figueroa Street
Los Angeles, California 90017
Tel 213 291 7000
Fax 213 291 7001
www.americanheart.org

Chairman of the Board
Ray Durazo
San Pedro

President
Hannah Valentine, M.D.
Portola Valley

Chairman-Elect
Ted D. Lewis
Salt Lake City

President-Elect
P. K. Shah, M.D.
Los Angeles

Secretary
Karol Watson, M.D., Ph.D.
Redondo Beach

Treasurer
George Pla
Anaheim

Immediate Past Chairman
Martin Buser, M.P.H., FACHE
San Diego

Immediate Past President
Ismael Nuño, M.D.
Los Angeles

Executive Vice President
Roman J. Bowser

August 18, 2004

Joanne Kozberg
Co-Chair
California Performance Review
CA Strategies
1875 Century Park East, Suite 1025
Los Angeles, CA 90067

Dear Ms. Korberg:

On behalf of the American Heart Association, Western States Affiliate, I urge you to oppose the California Performance Review's (CPR) proposed elimination of the California Heart Disease and Stroke Prevention and Treatment Task Force. While American Heart Association advocates appreciate Governor Schwarzenegger's commitment to building a viable state governmental infrastructure, we strongly believe the elimination of this important task force contradicts the spirit of his bold vision to create a "21st Century government" that will prepare California for the opportunities and challenges of the future.

Responding to the devastating toll of heart disease and stroke on Californians – and the annual \$14.2 billion economic burden borne by the state due to medical expenses and lost productivity associated with cardiovascular disease – the American Heart Association sponsored AB 1220 during last year's legislative session. Authored by Assemblywoman Patty Berg, AB 1220 requires the State of California to develop a Master Plan to chart its course for preventing and treating heart disease and stroke – the state's #1 and #3 leading causes of death. Our advocates were delighted when the Governor signed AB 1220 into law shortly after taking his oath of office.

AB 1220 created the Cardiovascular Disease and Stroke Task Force within the Department of Health and Human Services. The task force is charged with writing a State Master Plan for Heart Disease Prevention and Treatment by November 1, 2005. A Master Plan is needed to chart an effective and efficient course for the many stakeholders, both inside and outside of government, who are currently involved in advancing the prevention and treatment of heart disease and stroke.

Once a master plan is complete, California will qualify for comprehensive funding through the Centers for Disease Control and Prevention (CDC). **This amounts to \$1 million per year for use in stroke and cardiovascular**

disease programs. These federal dollars will support the translation of the outstanding medical research conducted by California's universities, and Life Sciences Industry companies, into community-based prevention and treatment programs that hold the promise of saving the lives of countless Californians. These programs would promote *tobacco* prevention and cessation, obesity prevention and management, and strengthen the Chain of Survival in communities across California. The Chain of Survival is a four-step process providing for timely treatment that may determine whether a person survives a cardiac or stroke emergency. The four steps are: Early access to the Emergency Medical System (EMS and 911 System); Early cardiopulmonary resuscitation (CPR); Early defibrillation when indicated; Early advanced emergency treatment.

In recent years, the State of California's application for CDC State Heart Disease and Stroke Prevention Program appropriations has been denied several times because a Master Plan is not in place to direct the expenditure of these valuable federal funds. AB 1220 is an essential first step toward developing innovative approaches to the prevention and treatment of heart disease and stroke.

Working closely with Assemblywoman Berg, our legislative staff incorporated amendments into AB 1220, ensuring that the costs of its implementation would not be borne by the state, but strictly through private funding. To that end, the American Heart Association, Western States Affiliate, Kaiser Permanente and AstraZeneca collectively have committed \$163,000 to bring to fruition the Heart Disease and Stroke Master Plan. The result of this collaboration is a dynamic public-private partnership capturing the innovative spirit that inspired the creation of Governor Schwarzenegger's California Performance Review.

Your leadership is essential to this important undertaking, Ms. Kozberg. Please support our efforts to secure the strategic vision and resources necessary to create a Heart Disease and Stroke Master Plan for the people of California.

Thank you for your consideration.

Sincerely,

Ray Durazo
Chairman of the Board

Hannah Valantine, M.D.
President